




# FAIRFAX COUNTY PARK AUTHORITY

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## M E M O R A N D U M



**TO:** Chairman and Members  
Park Authority Board

**VIA:** Michael A. Kane, Director 

**FROM:** Charles Bittenbring, Director  
Park Services Division

**DATE:** June 7, 2006

### *Agenda*

Park Services Committee  
Wednesday, June 14, 2006 – 4 p.m.  
Board Room – Herrity Building  
Chairman: Edward R. Batten, Jr.

1. Program and Services Update – Youth Fitness and Wellness Initiatives - Presentation\*
  - Pilot Program in REC-Pac
  - Other Youth Fitness and Wellness Initiatives
2. Deferred Revenue And Management of Expiring Passes- Information\*
3. Transfer of Lake Accotink and Lake Fairfax Parks to Leisure & Wellness Branch- Information\*

\*Enclosures

cc: Timothy K. White  
Leadership Team

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**PRESENTATION –**

Youth Fitness & Wellness Initiatives

The Park Authority believes that the epidemic facing our nation's youth of increasing obesity and declining fitness and wellness should become a priority of the Fitness & Wellness Section. There have been reports that the long-term health impacts of this trend may result in the current younger generation being the first to experience shorter life expectancy than their parents. The Park Authority has a good foundation of resources (facilities and staff) to begin implementing strategies to promote lifestyle changes that can help reverse this trend. Taking a leadership role in promoting healthy lifestyles for youth is identified in the Agency 2006-2010 Strategic Plan.

Staff will present an overview of some emerging initiatives aimed at beginning to focus efforts toward youth wellness.

FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

None

STAFF:

Michael A. Kane, Director  
Timothy K. White, Chief Operating Officer  
Charles Bittenbring, Director, Park Services  
Barbara Nugent, Manager, Leisure & Wellness Branch  
Monica Phillips, Fitness & Wellness Section Manager  
Janet Weaver, Rec-PAC Coordinator

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## **INFORMATION –**

### Deferred Revenue and Management of Expiring Passes

To comply with the accounting regulation known as GASB 34, the Park Authority was required, beginning in FY2001, to calculate and report the dollar value of the unconsumed portion of any RECenter, golf or Water Mine pass as of the end of each fiscal year (June 30) and to record that amount as “deferred revenue”. For instance, if a customer bought a 25-visit RECenter pass for \$100 in January 2006 but only used 10 visits by June 30, 15 visits or \$60 would be recorded as deferred revenue.

At the time the regulation was implemented, passes with a fixed number of RECenter visits (25-visit Discount Fast Pass) or golf rounds (5, 10 and 15 round passes) did not have an expiration date assigned to them. To limit the indefinite nature of these passes, beginning on April 1, 2004, we began assigning expiration dates upon the sale of a pass. From that point on, passes expire even if the full complement of visits has not been used.

To deal with passes sold prior to April 1, 2004, we assigned all of those an expiration date of June 30, 2006. Therefore, anyone holding an unused pass purchased prior to April 1, 2004, will have had a minimum of two years and three months to consume it by June 30. Signs explaining these changes were posted at all facilities in April 2004.

Our research shows that the vast majority of visits/rounds purchased are fully used prior to expiring and thus present no customer service issues. However, in response to some situations with golfers we have already encountered, we felt we needed a mechanism to extend passes in situations where a customer may have been unable to use their full number of visits/rounds. As such, we are installing a software enhancement that will enable staff, upon customer request, to extend the expiration date of a pass for up to 60 additional days. The extension may only be applied if the pass is 60 days or less beyond its original expiration date. We believe this approach will minimize any customer concerns or complaints.

FISCAL IMPACT:  
None

ENCLOSED DOCUMENTS:  
None

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STAFF:

Michael A. Kane, Director

Timothy K. White, Chief Operating Officer

Charles Bittenbring, Director, Park Services Division

Steve Lewis, Manager, Business Office, Park Services Division

Peter Furey, Manager, Golf Enterprises Branch

Barbara Nugent, Manager, Leisure & Wellness Branch

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## **INFORMATION -**

### Transfer of Oversight and Management of Lake Accotink Park and Lake Fairfax Park from Golf Enterprise Branch to Leisure & Wellness Branch

Effective July 1, 2006, management of Lake Accotink Park and Lake Fairfax Park will transfer from the Golf Enterprise Branch to the Leisure & Wellness Branch. Along with this transfer, direct supervision will transfer from Peter Furey to Barbara Nugent.

This transfer is being initiated to better balance workload between the branches and to improve opportunities for collaboration in programs and services.

One general consideration is that spring/summer is the peak season for both Golf and Lakefront operations. Golf Enterprises is overseen by one Park Management Specialist II, supervising seven golf course operations and three lakefront operations (of which Burke is a combined operation) that have very different functions.

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This realignment will allow the branch manager to concentrate more effort in:

- growing the game (juniors, new players, women golfers, diversity)
- customer service program enhancement
- player retention
- golfer loyalty
- developing business plans
- refining marketing programs
- investigating new golf opportunities
- staff development/succession planning (retirements over the next three to four years will possibly claim four of the seven manager positions)

In addition, with the opening of the Laurel Hill Golf Club and its more expansive service delivery levels, more of the branch manager's time needs to be dedicated to the golf program.

Conversely, the functions and services of these two lake front parks are more akin to those of the Leisure & Wellness Branch than the Golf Enterprises Branch. The Leisure & Wellness Branch has several support units, such as the Aquatic Section and Programming Section, which can provide direct support to the Parks staff and supplement their efforts at program and service expansion. By placing oversight and management of the parks and their services in the Leisure & Wellness Branch, the Park Authority will be better positioned to expand both service and business opportunities.

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For example, Lake Accotink Park has been working to grow program services and is a major participant in the RavensQuest Camp geared toward at-risk youth. They hold a variety of classes, and activities that have close association with the Leisure & Wellness Branch, including the Cardboard Boat Regatta and Heritage Days Festival.

At Lake Fairfax, a major component is the operation of the Water Mine which is overseen by the Aquatic Section of the Leisure & Wellness Branch. In addition, staff plans to begin developing more program opportunities at Lake Fairfax to benefit users and add new revenue streams.

Burke Lake Park is not being transferred as it is under the management of a single position that is also responsible for the Golf Course. There will be a close working relationship and cooperation between Golf Enterprises and Leisure & Wellness for program opportunities within the Park.

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FISCAL IMPACT:

None

ENCLOSED DOCUMENTS:

None

STAFF:

Michael A. Kane, Director  
Timothy K. White, Chief Operating Officer  
Charles Bittenbring, Director, Park Services Division  
Peter Furey, Manager, Golf Enterprise Branch  
Barbara Nugent, Manager, Leisure & Wellness Branch